



hatched

10 October 2023

Press release

Booktopia appoints Hatched as strategic comms and media agency partner

Hatched has been appointed by Booktopia as its communications strategy partner.

The agency will work with the business to develop a targeted strategy that connects Booktopia with pop culture while flying the flag for the brand as the home of books in Australia.

Established in 2004, Booktopia is Australia's leading online bookstore with a database of more than 6 million books. The business is currently building a new customer fulfilment centre to enhance the book-buying experience and expedite deliveries.

Hatched was appointed following a competitive pitch. It is the first time the business has had a media agency of record.

The remit includes a full SEO audit and overhaul of Booktopia's website framework and content ecosystem across the brand's 17 million URLs.

Additionally, Hatched will work with Booktopia to build, manage and optimise advertising inventory across the owned media assets of the business. This will create and drive a new high-margin revenue stream and see Booktopia become a market leader in the retail media space.

Booktopia Head of Brand and Communications Adam Freedman said: "Hatched presented a compelling strategic proposition that demonstrated a solid understanding of the business and category as well as the challenges and opportunities for us to navigate.

"The team provides a one-stop solution across several important disciplines that will form an important part of the evolution of our customer experience. This will help us to deliver on our overarching mission to be Australia's bookstore of choice."

Hatched Managing Partner Catherine Edghill said: “Booktopia is exactly the type of client we love working with. We’re excited for the opportunity to set them up for future success. To do this, we will utilise our complete suite of products and capabilities to drive influence across the entire customer journey. We’re thrilled Booktopia sees the benefit of an end-to-end approach inclusive of retail media. Game on.”

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ABOUT HATCHED

Hatched is an independent, Australian-owned media agency with a passion for combining the craft of media with creativity to deliver more effective outcomes for clients.

Our focus is to provide smarter advice that delivers greater impact while being a catalyst for positive change in our industry.

A team of 66 people with expertise across the media landscape, we work with clients including Open Universities Australia, AIA Insurance, Cars24, Bapcor, Kennards Hire, Vision Super, Moose Toys, CPA Australia, Dairy Australia, Judo Bank & Mirvac.

hatchedmedia.com.au

ABOUT BOOKTOPIA

Booktopia is a leading Australian online bookstore, listed on the Australian Stock Exchange (ASX:BKG), selling books, ebooks, etexts, games & puzzles, stationery, e-readers and audiobooks, delivering to every corner of Australia and New Zealand.

Booktopia has access to over 6 million books in its database and thousands of books in stock and ready to ship from its Sydney distribution centre, offering Australian readers a wide variety of international and local publishers. Proudly locally owned and operated, Booktopia is Australia’s local bookstore.

booktopia.com.au

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